

**NEW GOODS IN WHOLESALE TRADE—Continued.**

all who can afford to carry a 12-months' supply of these goods should buy at to day's prices, as prices have advanced, and are likely to go to, and be maintained at, a much higher figure than purchases can be made for now.

**THE W. R. BROCK CO., LIMITED.**

The W. R. Brock Co are showing a very large range of both Fall and Winter overcoatings, comprising the latest designs in whip cords, coverts, chevots, meltons, beavers, llamas, etc. The firm have secured the entire stock of overmades of one of the largest Canadian tweed mills, and are offering them to the trade at prices below mill cost. They are also showing a very large range of fancy worsted suitings, bought previous to the advance in prices. These are high-class, up-to date goods.

Two leading lines in men's ribbed and fancy striped shirts and drawers are being offered at 15 per cent. below the regular price. It is a common belief that low-priced shirts and drawers will shortly be scarce, as some of the mills have ceased making these goods and turned to other lines.

A line of swaggar stuff, bias check dress fabrics, the latest New York novelties, now in big demand there, principally for ladies' skirts, are now shown in plain colors, new blue, purple, garnet, etc., and a big range of fancy tweed checks about one foot square, and others of smaller dimensions, which can be retailed at 20 per cent. under regular prices.

**K. ISHIKAWA & CO.**

The firm have just completed their range of silks for next Spring, and travelers have their samples on the road. In plain silks, they have added Lyons dyed habutais to their regular Japanese silk lines, this finish having been asked for the last few seasons. Customers will now have a choice of French finish, which is more favored for dress and trimming purposes, and Japanese finish, with its brilliancy of color and softer finish.

Printed silks are greatly in demand for next Spring in Paris and New York, and the firm have made arrangements to supply the trade with printed habutais and printed French silks, and are showing a large assortment of patterns in surah, pongee, liberty satin, and habutais. These are all printed in Lyons, and the styles are the selections of the best that the French silk centre can show. The firm have, besides, a large range of Japanese crystal corded silks at popular prices, together with corded taffeta and satin ground fancies.

The matting trade for Spring, K. Ishikawa & Co. declare, has been very satisfactory and they have made large preparations for next season's trade. The collection of new Spring samples are now shown in the warehouse by the travelers and are of every pattern and style imaginable. The assortment is larger than what the firm have shown before. More than 100 patterns to retail at 25c. are shown. Among the novelties are new creations of their own make as high as 45c. a yard. A number of leading dry goods houses have placed orders for this matting which indicates the popularity of the line. A prominent departmental store has just doubled its order for Spring as compared with last year's purchase.

**A GOOD ARRANGEMENT OF STOCK.**

An excellent arrangement of stock is made in E. R. Bollert & Co.'s dry goods store in Guelph, Ont. The store is almost as wide as two ordinary stores. As the doorway is in the centre, two unusually large show-windows are at the disposal of the trimmer. A partition running from the back almost to the doorway, with but one opening, divides the store into ladies' and men's furnishings departments. The ladies' department, in addition to the large stock of silk carried, contains the miscellaneous dry goods, such as are purchased by women. The men's department holds woollens, etc., for custom tailoring, general men's furnishings, and ready-made clothing, in fact, everything worn by man, except boots and shoes. From the various counters in both departments change carriers connect with the office, which is placed at the opening in the partition. In this opening is also the stairway which leads upstairs. Here are two more departments. In one of these an extensive range of millinery is now being shown, the other is devoted to carpets, oil clothing, etc. On this floor are also the millinery, dressmaking, and tailoring workrooms in connection with the store.

Speaking of these workrooms, Mr. Bollert stated to a representative of THE REVIEW that the millinery and tailoring work-

rooms paid a profit on the working expenses. In the dressmaking department work is done at the cost of labor, but as it leads to the sale of much dress goods and trimming materials, which carry a good profit, this department is practically also a profitable investment.

The high price of farm produce is having a good effect on trade in Guelph. "It is a more common occurrence," said Mr. Bollert, when talking of this, "for a farmer and his wife to come in and, as they used to in the old days, order \$30, or more, worth of goods before they go away. It is quite evident that there is a more liberal disposition on the part of the farmers about here to spend money."

**TRADE AT THE SAULT.**

In talking the other day with Mr. Thompson, of Thompson & Co., Sault Ste. Marie, Ont., THE DRY GOODS REVIEW was glad to receive a favorable report of the trade of that important town. Business has improved in the district from several causes. The lumbering operations which Messrs. Irwin, of Peterboro', are carrying on near the Sault affect the locality favorably, and this season a big gang of men have been sent into the woods. Lumber, under present conditions, is valuable, even when it is not the very highest grades. The supplies for lumber camps cost more money than used to be the case, and any merchants who, directly or indirectly, supply a slice of this demand, find that a far superior class of stuff is purchased by the lumbermen than was bought formerly.

There is now a considerable expansion of trade between the Sault and Michipicoten, Mr. Thompson reports. Next season, another steamer is expected to be put on the route between the two places, the present service being inadequate to handle the growth of direct traffic by water. In his own business, Mr. Thompson has gone in for the trade in better goods, and has found that there is more in that class of business than in handling cheaper lines.

There was some freight for Canadian dry goods importers on board the wrecked steamship Scotsman, consisting of carpets, etc.

Probably the largest single importation of lace curtains ever brought into Canada has just been opened by Geo. H. Hees, Son & Co.

The demand for black silk velvets promises to be much bigger than the trade expected this season and it would not be surprising if the demand outran the supply.

Mr. R. B. Turner, of R. Turner & Sons, needle, pin, etc., manufacturers, Redditch, England, who spends a month or so in Canada each year on a business trip, is at present in Toronto.

Strachan & Couse, manufacturers' agents, Winnipeg, have been appointed by The Cloak Manufacturing Co. of Toronto, to represent them from Port Arthur, Ont., to the Pacific Coast. Strachan & Couse have been covering this ground, and are favorably known to the trade.

Some of the large houses are evidently much annoyed at the amount of time required to secure delivery of cotton and woollen goods particularly. The circumstance that they cannot get their orders filled promptly, often places them in an unenviable position with their customers, and opens a loophole for trouble which would otherwise be avoided.

The work on the new mill of The Montreal Cotton Co. at Valleyfield nears completion, but considerable disappointment is expressed at the circumstance that the machinery, looms, etc., are not arriving, as promised. The delay is said to be owing to the scarcity of iron both in England and the United States, which is being so much felt on all hands at the present time.

The directors of the Crown cotton mills, of Dalton, Georgia, at the last annual meeting of the stockholders declared a dividend of 93 per cent., 83 per cent. in stock and 10 per cent. in cash. This beats the world's record in cotton mill dividends. The company will at once build another \$100,000 cotton mill at Dalton. Last year the company declared a dividend of 43 per cent.—Exchange.

The Bon Ton store of Sherbrooke, Quebec, is undergoing some great improvements. The work, when completed, will make the store one of the most modern and commodious in the sma. city of Sherbrooke. Mr. Chamberlain, the proprietor, is anxious for the comfort of his patrons, and also believes in being up-to-date. The wall between the Bon Ton and the adjoining store will be taken out and give more room—25 x 55 feet. There will be as well, new plate-glass windows and doors, and the interior will be remodelled generally.